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## Create Yourself

Issue of identification is one of comprehensive problems of modernity. It appears quite sharply in various dimensions of life, forming a kind of modern human life context, and particularly in one sphere of existence - education. Educational system that is connected with quality of provided educational services – are strong and systemic crisis evidences.

Nowadays urgency to research problems of identification related with new capabilities, opening to the individual for its development in the era of global dissemination of informational networks and the world globalization. The challenges, observed in education in this context, associated primarily with the ability to implement changes, according to external factors adapt to or their containment in education.

Identification question in our days can be regarded as priority in the crisis of the educational system, as a person acquires education according to predefined standards which creates certain limitations, and now pursue their education itself, using available opportunities and resources of globalization in accordance with their needs. The main point of education in this context is the motivation of the individual to such activities, excitation of creative thinking process for its efficiently own potential development.

The purpose of research is proof of thesis ,that building individual path of personal development , based on its identification, can be the basis of systemic changes in education.

Objectives of our study: consider identity as foundation for creating personal path of self-development in the educational process; describe possibilities of building an educational based process of such trajectories; consider main features of conceptual change in education through of creative educational process. Awareness of the need to maximize the release and development of personal potential in education consider as ground for overcoming the crisis in education and the development of new educational strategies.

Conceptual idea of research is based on position comparing to sense of identity as a phenomenon, which allows you to "Build yourself."The main way out of the recession in education is construction of educational trajectory based on identity cards, directed on maximization of personal potential growth process, and the development of new educational strategies based on this approach.

Let us consider modern concepts regarding the crisis of identity in full of globalization and information world. These include concepts of K.-O. Apel, S. Baumann, H. Jonas, E. Levinas, A. Toffler. Different conceptual schemes of identity developed in historical and philosophical perspective, was considered by A.V. Kuzmin (metaphysical sense of autonomy ), M.V. Zakovorotna (socio-philosophical concept of identity in the information society), V.L. Abushenko (historical formation of "identity " concept), E.V. Trubina (poststructuralist methodology of identity research), A.Y. Shemanov (cultural-historical analysis of identity), I.V. Dudenkova (philosophical-anthropological approach to individual identity) [1, p. 3].

According to A. Toffler concept: "The third wave changes the nature of identity ...an individual is less linked with context of his birth and has a great selection of self-determination. The more Third Wave grows, the more people take greater choice in accordance with the strengthening of identity and heteronomy in a new social structure. Arrival of Third Wave is also associated with notable acceleration of social and cultural change, so that elected identifications, becomes more short-term, and people accept or refuse some components of their identities faster than ever "[2, p. 281-282].

The issue of human identification in the educational process raises profound problem of its existence, self-identification of itself. The essence of the problem lies in the ratio of internal I and its proof in the outer world. Important components of this paradigm - internal self

determination, which makes self-identification and the ability to build effective communication possible in such quick-changing surrounding world, providing maximum self-realization.

In the opinion of T. Sidorova, identity can be understood as "slipping similarity" - self-identity that people try to find, acquire, or create in different cultural practices [1, p. 2]. J. Young thought: "Once the community breaks down - identity invents" [7, p. 164]. "Identity", obliged by attention she attracts to itself, and passions, that it generates, acting as a surrogate for community and environment, which are not available in the rapidly globalizing, almost privatized and individualized world, and so it may be represented in a good repository which provides security and confidence and therefore is so desired." - Z. Bauman thought. [1, p. 120].

We share the view of Carl Jung "I am not what happened to me, I am what I decided to become" and, close in meaning, thought of John Kelly, that no one should be a victim of his own biography [5, p. 56]. That challenge is on building yourself, your life and educational trajectory based on self-identification.

Self identification based on personal values also seems to be quite promising - values are changing in the modern world. To rank of the highest values entered not only freedom of choice but also the freedom of maneuver. It gains megavalue and gives access to all other values. Therefore theses about personal development based on self-identification, issue of conscious choice becomes paramount. Considering that the individual faces lots of choices, it should learn as much as possible and make only one true. In our opinion this is the choice that is based on values of internal desire and congenital abilities.

Considering an education as a social institution that must respond to a crisis of identity, we will determine the key factors that affects the person's choice of education.

Modern education system does not teach us to be creative and solve most integrative life tasks but only how to fit under the pattern. It standardizes, averaging individual capabilities, limiting it to the conscious development and impose its own goals and objectives.

Thus, the problem of identity, which is quite acute in modern society, can be solved only through conscious trajectory choice of identity. The role of education - to discover this unique human talent, assist to save it, promote its maximum realization to find their place in society. Then, according to his identity, the process of acquiring education will act as a continuous process of gaining "self - meaning" and save your own life

meaningful boundaries.

Main difficulty of the modern education system: lack of clear targets for which education is necessary. And even more – obtaining an education is a goal that does not lead to increase motivation and productivity. If education is received for a specified individual higher goals, it is acquired at a higher level of necessity realization [4, p. 70]. Courses and disciplines are selected, taking into account pre-defined and pre-conscious needs, while knowledge, skills and competencies derived efficiently with a higher results.

Initiation of standards-based testing leads to standardized thinking. Such approach prevents not only student's own creative educational path, but even perceive knowledge as part of achieving personal goals. After all, the aim here is the successful delivery of tests and routine mechanical preparation for it, rather than creative process of discovering the world. Proof of this thesis, we can find in a study of P. Sacks "Standardized minds" [3, p. 38].

Sir Ken Robinson, speaker and international advisor on creative thinking issues sure that if you're at the right place, doing what you want to do, what belongs to your soul, then such occupation will never bore you and devastate, but rather fill with energy and stimulate. Sir Ken Robinson also believes that "most people can not imagine what they are capable of, do not know what their talent and opportunities really are. And many believe they have no talent at all" [5, p. 128]

The future of education lies in the creative development of personality based on her identification, precisely in the fact what is unique, different from all other people on earth. The creative direction of personality - this is all that reveals its uniqueness. According to B. Shaw the challenge is not to find itself, but to create. Education shall maximally promote personality to its expression. Recall modern TV show "I have a talent" where people reveals their talents, somewhere far lost on their life road.

In our opinion, the educational system changes, built on disclosure of personal potential, will contribute to overcome the crisis of identification in the modern world. As globalization and increasing informatization facilitate opportunities providing educational offers to persons, supplying relevant information, knowledge and services according to its selection opens up new opportunities to build his personal educational trajectories of development. This allows to move to a whole new paradigm of education directed on obtaining the necessary knowledge, skills and competencies in order to realize his goals in life according to its priorities.

In these new conditions special significance and role takes knowledge of philosophy, psychology, cultural studies, and other humanities, as well as the emergence of new interdisciplinary fields.

Today, any decelerated reforms of education, does not carry changes its paradigm, caused by the lack of important interdisciplinary researches. It makes no sense to search perpetrators and to shift the responsibility from one shoulder to the other - systemic crisis should be resolved by the systemic output.

We must move away from the standard educational system, where a teacher or lecturer carrier some information, instead of mediator (mentor) of the individual student. Does he bring him to achieve his life goals? Do they help students "build themselves" through creative processes of self-motivation and management results?

Let us state main principles of the educational process based on of personal development trajectory.

Changing the paradigm of education - from "provide student education" to the opposite - "conscious acquiring education necessary for the evolutionary development of personality."

Basic principles of the educational process based on personal development trajectory:

- Construction of the educational process based on self-identification and inherited from individuum values,
- The development of positive convictions regarding the educational process to ensure the realization of personal potential,
- Student motivation management
- Building a conscious attitude to learning based on modern psychological knowledge,
- The changing role of the teacher in the new learning process - individual mentor who accompanies the process of finding and acquiring new knowledge and competencies,
- Working out on their own development paths in collaboration with the teacher of the new generation,
- The use of new qualitative tools to measure personal progress in the educational activity.

Realization of necessity to maximize the release of efficiently own potential in education - main ground for crisis overcoming in education and development of new educational strategies.

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*Abstracts*

**OKSANA ALPERN. Stwórz sobie.** W artykule analizuje się kryzysowy stan edukacji. Pokazano, że podstawą procesu edukacyjnego jest osobista trajektoria rozwoju jednostki; rozwój potencjału osobistego w procesie edukacji może być podstawą do przezwyciężenia kryzysu w procesie edukacji we współczesnym świecie oraz opracowania nowych strategii edukacyjnych.

**Słowa kluczowe:** kryzys edukacji, identyfikacja, osobista trajektoria rozwoju jednostki, potencjał osobowości, strategie edukacyjne.

**ОКСАНА АЛЬПЕРН. Створи себе.** В статті проведено аналіз проблеми ідентифікації в сучасному світі і як один з її проявів – кризовий стан в освіті. Проблема ідентичності розглянуто як основу створення персональної траєкторії розвитку особистості, на основі якої буде будуватись освітній процес. Усвідомлення необхідності максимального вивільнення та розвитку особистісного потенціалу в процесі освіти – підґрунтя для подолання кризи в освіті та розробки нових освітніх стратегій.

**Ключові слова:** криза процесу освіти, ідентифікація, персональна траєкторія розвитку особистості, особистісний потенціал, освітні стратегії.

**ОКСАНА АЛЬПЕРН. Создай себя.** В статье проведено анализ проблем идентификации в современном мире и как одно из ее проявлений – кризисное состояние в образовании. В исследовании проблему идентичности рассмотрено как основу создания персональной траектории развития личности, на основании которой будет строиться образовательный процесс. Осознание необходимости максимального освобождения и развития личностного потенциала в процессе обра-

зования может быть основанием для преодоления кризиса процесса образования в современном мире и разработки новых образовательных стратегий.

**Ключевые слова:** кризис процесса образования, идентификация, персональная траектория развития, личностный потенциал, образовательные стратегии.

OKSANA ALPERN. **Create yourself.** *The problem of identification in the modern world is analyzed in this article as one of its manifestations - the state of crisis in education. Problem of identity is considered as the basis for creating individual path of personal development, on which educational process is built. Realization of necessity to maximize the release of efficiently own potential in education - main ground for crisis overcoming in education and development of new educational strategies.*

**Key words:** crisis of education, identification, individual path of self-development, personal potential, educational strategies.